

Washington State Liquor Control Board

Prohibited Practices
Retail & Non-Retail
Relationships

소매업자와 비소매업자와의
영업관계

Practicas Prohibidas
Relaciones entre Comerciantes
Minoristas Y distribuidores
Mayoristas

What can a manufacturer, distributor or importer do on a licensed premises?

A manufacturer, distributor, importer, or his licensed agent may perform the following services for a retailer:

- Build, rotate, and restock displays, utilizing filled cases, filled bottles or filled cans of his own brands *only*, from stock or inventory owned by the retailer.
- Rotate, rearrange or replenish bottles or cans of *his own brands* on shelves or in the refrigerators. However they are prohibited from rearranging or moving displays of his products in such a manner as to cover up, hide or reduce the space of display of the products of any other manufacturer, distributor or importer.
- They may move or handle products of any other manufacturer, importer or distributor on the premises of any retail licensee **if** reasonable notice (24 hours) is given to other interested manufacturers, distributors or their agents and such activity occurs during normal business hours or upon hours that are mutually agreed.
- Provide price cards and price goods of his own brands.
- Replace outdated can and bottled beer with identical like product.
- Provide point-of-sale advertising material and brand signs.

What can a manufacturer, distributor or importer not do on a licensed premises?

State Law RCW 66.28.010 prohibits distributors from advancing money's worth to retailers. Retail licensees and their employees are prohibited from directly or indirectly, soliciting, receiving from, or giving or offering to any manufacturer, distributor or importer, or his employee, any gifts, discounts, loans of money, premiums, rebates, free liquor of any kind, and treats or services of any nature except such services that are authorized by regulation.

Retailers can not request any of the following from manufacturers, distributors, or importers:

- Free product or cash.
- Free non-alcohol beverage fills or free signage/banners in exchange for new alcohol beverage product placement or product displays.
- Pick up of damaged or broken product.
- Free re-packing of materials such as six pack holders and plastic hi-cone rings.
- Pick up of products that do not sell.
- Pick up of discontinued products.
- Request that distributors return later to receive payment for beer or wine.
- Trade out product that is discontinued by the retailer.
- Trade out flavors or varietals for other types.
- Repacking of products.
- Clean or repair shelves or coolers.
- Renting or loaning equipment.
- Move someone else's products without proper notification.

- Pick up or replace product that was damaged by a retailer's employee or a retailer's customer.

It is illegal for Retailers to request that beer and/or wine distributors:

- Pay for space in cold boxes, shelves, or floor displays.
- Give free tickets to events or tradeshow for friends and/or family members that are not involved in the Retailer's business.
- Give free product for annual golf tournaments or picnics.
- Make deals on soda and water in exchange for shelf space.
- Give quantity discounts.
- Extend credit on beer or wine.

Penalties

If in violation of these Prohibited Practices the penalty can range from a 3-day suspension or a \$250 monetary penalty up to a 20-day suspension or a \$10,000 monetary penalty.

Questions

If you have questions regarding retail and nonretail relationship Prohibited Practices call your nearest Manufacturers, Importers, and Wholesalers Officer at:

Olympia

Officer Jeanne Reschan (360) 664-1634

Seattle

Officer Steve Hypse (206) 464-6088

Wenatchee

Officer Ray Cerrillo (509) 662-0410

Spokane

Officer Russ McCabe (509) 625-5522

